

DD/A Registry

77-6211

25 NOV 1977

MEMORANDUM FOR: Director of Communications
Director of Data Processing
Director of Finance
Director of Logistics
Director of Medical Services
Director of Personnel
Director of Security
Director of Training

DD/A Registry
File 04M

FROM: [REDACTED]
Executive Officer, DDA

SUBJECT: Division Chiefs Conference--1978

1. This is to confirm an action request made at the Morning Meeting of 23 November 1977.

2. Consideration is being given to holding another Division Chiefs Conference in the spring of 1978. For the purpose of initiating planning action, forward to the Management and Assessment Staff, DDA, no later than 2 December 1977 your recommended list of individuals who are line Division Chiefs or who hold an equivalent position and should participate in such a conference. Please identify those individuals who are under cover.

STATINTL

Distribution:

- 1 - Each Addressee
- ① - DDA Subject
- 1 - DDA Chrono
- 1 - MAS Subject
- 1 - MAS Chrono

DDA/MAS [REDACTED] (25 Nov 77)

STATINTL

17 June 77

DD/A Registry

3531

DD/A Registry
File OFM

Action has been transferred to Mr. Hetu's office. He will keep us informed.

Handcarried by [REDACTED]
23 June 1977.

STATINTL

ACTION

To:

From:

Bob -

Attached correspondence as discussed. I'd like to keep in anyway I can - shall leave that up to you, however.

I would recommend not waiting to see how the reorganization chips fall - that will not affect 75% of the pamphlet. Instead, the working up of a dummy master intel text and let work for the DCS to approve in concept fairly soon - depending on the work load of some people naturally.

George

STATINTL

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7 June 1977

MEMORANDUM FOR: Admiral Turner

FROM :

:

SUBJECT :

: Comments on the CIA Information Pamphlet

1. General Impressions of Present Pamphlet

- ° Dull - an effort to read. Not interesting to look at.
- ° Too much in-house jargon like "intelligence cycle" followed by three paragraphs of explanation.
- ° Illustrations are unimaginative and do not support the text.
- ° Text is too dense. Goes into too much unnecessary detail.
- ° Sounds defensive - conveys negative impression.
- ° Over 50% of pamphlet devoted to excerpts from every known Act, E.O., etc., known to man.
- ° Too heavy emphasis on organization.

2. Specific Suggestions:

- ° Cover: Use full cover, colored photo. Cover sets mood for pamphlet - seal is unimaginative and dull. No incentive to open pamphlet. Want an upbeat, interesting photo which says the CIA is important, exciting and necessary.
 - aerial view of CIA HQS?
 - view of the world from space? (Too strong inference of satellite work?)
 - mosaic of CIA activities?
 - map of world excluding USA? (To underline foreign intelligence aspect)
 - abstract or representational graphic art.

STATINTL

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Perhaps this could best be captured by a graphic artist. A contest? Cash prize? Blurb on inside about contest, etc., would subtly get across a "patron of the arts" image.

- ° Letter from the Director: Bush's isn't bad, but I'd recommend stressing also:
 - importance of intelligence
 - new openness (risks but important that nation know role of intelligence in national scheme of things.) Use this vice the negative approach used by Bush that "much of the Agency's work is secret and must remain so."
 - Add Director's picture - candid, not posed.
- ° The five questions posed on the page following the Table of Contents are good:
 - What is intelligence?
 - What is the CIA and who controls it?
 - What does the CIA do?
 - What kind of people work for CIA?
 - Is all this really necessary?

But, I'd loosen up the writing style to make it more readable.

- ° Drop pp 18 to end. It's very self-conscious, defensive, and of limited interest. Cover same if necessary (much abbreviated) in "What is the CIA and who controls it?" section.
- ° Add photos of
 - Library
 - Activities in Cartography Division
 - Some tour exhibits

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° Add sections on

- ~~the tour~~

- better explanation of CIA/Congress oversight relationship (photo of Director testifying?)

- better explanation of fit/relationship with rest of IC

° Work project closely with graphic arts people who can contribute more than the illustrations - they have good feel for how to convey message through the ~~way~~ text as well as graphics are laid out.

Very respectfully.



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